

CULTURE ON THE CUTTING ROOM FLOOR.

Part one

Telling my story and Setting up the discovery of the importance of creativity and service in personal health and the health of a society. Setting up the path toward the realization of editing as creativities (the buck stops here) position and how powerful of a role it is in shaping perception and then ultimately a culture. Also to inspire the pursuit of a vocational life in the field of editing/producing.

CHAP 1: FULFILLMENT AND THE KEY ELEMENTS.

At a very young age I learned quickly to appreciate the inherent desire to be creative. Without brothers or sisters to play with, I grew up inspired by blocks, crayons, musical instruments, paint and play-do. It wasn't until I got older that I realized the real importance of these activities. I have come to see creativity as an inborn fundamental and necessary element of a meaningful and healthy life. Those whom I have met along the way who have suppressed their own creative nature and have chosen to (not find) a place in there own lives to be creative did not seem content or joyful to me. I have found myself in a similar state of mind during extended periods of time without creativity. During those times without creative action, it was only service that could deliver me from discontent and malaise. Serving others hits depression from multiple angles. At first it takes self directed inward thoughts and points them outward and then it awakens the senses to other lives less fortunate or in need which leads to gratitude and gratitude leads to fulfillment which inspires more service. Serving is a victorious circle. That is the other very important element needed to maintain a meaningful and healthy life of fulfillment. So service and creativity are a powerful combination. What if we could employ them both in our own lives? The good news is that we live in a society where the opportunities for both abound. Working is not just having a job. It is an opportunity to serve. When we realize the incredible life giving value of service and the connection that service has to our work, we pursue it and engage in it differently. Our work related performance directly correlates to our recognition of its value and when we perceive the totality of its value from the monetary gain alone, we lose our chance for real fulfillment and true health. Seeing both the selfish and the giving benefits to service is so important to appreciating our work and finding true value there.

That appreciation is possible in any work of service but having the right vocation can add another layer. What is the right vocation? If creativity is inherent in our make up and therefore a necessary element to finding fulfillment in our lives than it makes sense to work creatively. There are many degrees or levels of creativity and some vocations employ more of the creative process than others but we must find opportunities to be creative in whatever occupation we undertake. Some work is more creative than others but that's not a problem because people are uniquely satisfied by different types of creativity and at different levels of creativity. The right vocation is connected to the tools and talents that we possess. It is not right to send a carpenter and his toolbox to cut and style hair. But both a carpenter and a hairdresser can find great fulfillment serving creatively in the right place with the right talents and the right tools. Being incredibly honest with our selves in discovering who we really are goes a long way to getting us there.

I have lived long enough to see discontentment in the hearts of those who have given in to the seemingly easier but hollow promise of dependency without working. I have witnessed depression in the lives of those who have sought value only in the monetary rewards of a career. I have joined friends who have worked only to cover their monthly bills. I have shared coffee with those who labor at jobs they hate. I have listened to students who race toward surmounting debt to pursue majors that do not suit them in hopes of high paying careers. I am convinced that a vocational life of service that allows and fosters creativity in accordance to our personal skills and abilities is the main solution in mitigating discontent. A fulfilling and truly healthy life worth living depends upon it. And a society of creative and fulfilled servants is one worth living in.

My journey from building blocks and crayons to where I am now was not a straight path. These discoveries took many years of wandering between construction, car sales, school teaching, bartending, interior design, song writing, voice over work, acting, BNI Director consulting, Performing Wedding ceremonies, baptisms, and eulogies and ultimately commercial audio/video production. Each endeavor provides creative opportunities and certainly the need for service, but the deep

understanding and sense of gratitude and purpose did not come until more recently. Owning a busy audio/video production company has given me a chance to incorporate most of the skills and talents I have been given or picked up along the way. There are times when I may be instructing an editor on the importance of audio mood and tempo in influencing the viewers experience. Some times I am in the isolation booth in front of a microphone, recording a voice over, or writing music for an industrial film, or jingle. I am often out networking in a suit and tie purporting the unique features of our audio video services or meeting with a client taking notes to storyboard and write a commercial. All of these experiences continue to provide the opportunity to create and serve, but being able to participate in so many areas of the creative process has revealed to me that the (buck stops here) position of ultimate influence in our society lies in the hands of the editor/producer. one of the most powerful gifts God can give is the ability to influence. let us use that creative gift to serve him well through our media.

CHAPTER 2: THE BUCK STOPS HERE. (the editor)

Over the years, final output, or medium that contains content for audience or public consumption has varied. We have moved from Hyroglyphics to the written word telegraph and print and radio to an age of Visual media which usually contains audio as part of the final experience. I believe that the concepts and precepts we will pursue in this book may be equally applicable to all types of editing across media platforms, but here in we will be focusing primarily on editing as it pertains to video and cinematography in: advertising, movies, news and entertainment. So far, visual media with sound is our most powerful and widely received content delivery system to date. *(maybe add youtube and tv viewership statistics here)*

So editors responsible for the content contained within this media wield more influence and power over what is seen and not seen and how it is perceived then any previous generation could have ever imagined.